

rolling average value and time lagged data like the time lagged value of each numeric item variable--.

On pages 36 line 19, please change "time since last occurrence, cumulative time since first occurrence, average frequency of occurrence and the rolling average frequency of occurrence" to –summary data like time since last occurrence and cumulative time since first occurrence; and trends like average frequency of occurrence and the rolling average frequency of occurrence--.

On page 36, line 22, please change "numeric, date fields and text fields" to –item variables--.

#### IN THE CLAIMS

The Applicant respectfully requests the Examiner to enter the following amendments. Cancel claims 1-49, add claims 50 - 98

50. A value analysis method comprising:

capturing transaction data concerning a business;  
dividing at least a portion of the data into three components of value and two or more elements of value where at least one element of value is intangible and each element of value contains one or more items, and  
modeling the business as a function of the different components of value and the items within the elements of value to provide a value for the elements of value.

51. A computer readable medium having computer executable instructions thereon for causing a computer to perform the method of claim 50.

52. The value analysis method of claim 50 wherein the intangible element of value is a relationship.

53: The value analysis method of claim 50 wherein the intangible element of value is a brand.

54. A value analysis system, comprising:

means for capturing transaction data concerning a business;  
means for dividing at least a portion of the data into three components of value and two or more elements of value where at least one element of value is intangible and each element of value contains one or more items, and  
means for modeling the business as a function of the different components of value and the items within the elements of value to provide a value for the elements of value.

55. The value analysis system of claim 54 wherein the intangible element of value is a relationship.

56. The value analysis system of claim 54 wherein the intangible element of value is a brand.

57. A financial measurement and reporting method, comprising:

organizing business data by component of value, growth option and element of value where at least one element of value is intangible;  
determining the value of each element of value;  
determining the value of each growth option;  
displaying the business value and the value of each of elements of value and each growth option.

58. A computer readable medium having computer executable instructions thereon for causing a computer to perform the method of claim 57.

59. The financial measurement and reporting method of claim 57 wherein the intangible element of value is a relationship.

60: The financial measurement and reporting method of claim 57 wherein the intangible element of value is a brand.

61. The financial measurement and reporting method of claim 57 wherein the value of each growth option is determined by using a real option algorithm.

62. The financial measurement and reporting method of claim 57 wherein the value of each element of value is determined by its impact on the components of value.

63. A financial measurement and reporting system comprising:  
means for organizing business data by component of value, growth option and element of value where at least one element of value is intangible;  
means for determining the value of each element of value;  
means for determining the value of each growth option;  
means for displaying the business value and the value of each of elements of value and the value of each growth option.

64. The system of claim 63 wherein the means for displaying the business value and the value of each of elements of value and the value of each growth option comprises a paper document or an electronic display.

65. The financial measurement and reporting system of claim 63 wherein the intangible element of value is a relationship.

66. The financial measurement and reporting system of claim 63 wherein the intangible element of value is a brand.

67. The financial measurement and reporting system of claim 63 wherein the value of each growth option is determined by using a real option algorithm.

- 68. The financial measurement and reporting system of claim 63 wherein the value of each element of value is determined by its impact on the components of value.
- 69. An enterprise modeling method, comprising:
  - capturing data concerning the operation of an enterprise;
  - dividing at least a portion of the data into three components of value and two or more elements of value where at least one element of value is intangible;
  - identifying value drivers by element of value that are causal to changes in the components of value,
  - summarizing the value drivers into composite variables for each element of value; and
  - modeling the enterprise as a function of the different composite variables and components of value to provide a value for each of the elements of value.
- 70. The enterprise modeling method of claim 69 wherein modeling the enterprise includes:
  - deriving one or more element of value weighting factors from the information for each of the two or more elements of value;
  - calculating the present value of the components of value; and
  - weighting the information concerning the two or more elements of value according to the element of value weighting factors, with the value equaling the sum of the product of the element of value factors and the present value of each of the components of value.
- 71. The enterprise modeling method of claim 69 wherein the intangible element of value is a relationship.
- 72. The enterprise modeling system of claim 69 wherein the intangible element of value is a brand.

73: A computer readable medium having computer executable instructions thereon for causing a computer to perform the method of claim 69.

74. An enterprise modeling system, comprising:

- capturing data concerning the operation of an enterprise;
- dividing at least a portion of the data into three components of value and two or more elements of value where at least one element of value is intangible;
- identifying value drivers by element of value that are causal to changes in the components of value,
- summarizing the value drivers into composite variables for each element of value; and
- modeling the enterprise as a function of the different composite variables and components of value to provide a value for each of the elements of value.

75. The enterprise modeling system of claim 74 wherein the means for modeling the enterprise includes:

- means for deriving one or more element of value weighting factors from the information for each of the two or more elements of value;
- means for calculating the present value of the components of value; and
- means for weighting the information concerning the two or more elements of value according to the element of value weighting factors, with the value equaling the sum of the product of the element of value factors and the present value of each of the components of value.

76. The enterprise modeling system of claim 74 wherein the means for summarizing value drivers into composite variables further comprises the use of induction algorithms.

77. The enterprise modeling system of claim 74 wherein the intangible element of value is a relationship.

78: The enterprise modeling system of claim 74 wherein the intangible element of value is a brand.

79. The enterprise modeling system of claim 74 where the value drivers are identified using causal models.

80. The enterprise modeling system of claim 74 where the value drivers are item variables and item performance indicators.

81. The enterprise modeling system of claim 74 where the composite variables are combinations of item performance indicators and item variables.

82. The enterprise modeling system of claim 74 where in modeling the enterprise as a function of the different composite variables and components of value further comprises the use of predictive models to provide a value for the elements of value.

83. The business analysis method of claim 74 where in modeling the enterprise as a function of the different composite variables and components of value further comprises the use of the output from a tournament of predictive models.

84. A financial measurement and reporting method, comprising:  
organizing enterprise data by component of value, element of value and growth option;  
determining a contribution of each element of value and growth option to a value of the enterprise; and  
displaying a business value and the contribution of each of the elements of value and growth option to a value of the enterprise.

85. A computer readable medium having computer executable instructions thereon for causing a computer to perform the method of claim 84.

86. The financial measurement and reporting method of claim 84 wherein the intangible element of value is a relationship.

87. The financial measurement and reporting method of claim 84 wherein the intangible element of value is a brand.

88. A financial measurement and reporting system, comprising:  
means for organizing enterprise data by component of value, element of value and growth option;  
means for determining a contribution of each element of value and growth option to a value of the enterprise; and  
means displaying the enterprise value and the contribution of each element of value and growth option to a value of the enterprise.

89. The system of claim 88 wherein the means for reporting comprises a paper document or an electronic display.

90. The system of claim 88 wherein the intangible element of value is a relationship.

91. The system of claim 88 wherein the intangible element of value is a brand.

92. A method of estimating a market value of an enterprise, comprising:  
calculating the value of the current operation of the enterprise;  
calculating the value of the growth options of the enterprise; and  
estimating the value of the enterprise by using the historical relationship between the value of the enterprise current operation and growth options and the market value of the enterprise.

93. The method of claim 92 wherein the relationship between the value of the current operation and growth options and the market value of the enterprise is determined using a regression analysis

94. The method of claim 92 wherein the value of the growth options are determined using a real option algorithm.

95. A computer readable medium having computer executable instructions thereon for causing a computer to perform the method of claim 92.

96. A system for estimating a market value of an enterprise, comprising:  
means for calculating the value of the current operation of the enterprise;  
means for calculating the value of the growth options of the enterprise; and  
means for estimating the value of the enterprise by using the historical relationship between the value of the enterprise current operation and growth options and the market value of the enterprise.

97. The system of claim 96 wherein the relationship between the value of the current operation and growth options and the market value of the enterprise is determined using a regression analysis

98. The system of claim 96 wherein the value of the growth options are determined using a real option algorithm.

IN THE BIBLIOGRAPHY

The Applicant respectfully requests the Examiner to enter the following amendment: delete the bibliography.